



2020 HEATSTROKE **MEDIA WORK PLAN**

April 7, 2020

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Executive Summary

Far too many children have died from heatstroke after being left alone in hot vehicles. The most common circumstance behind these tragedies was the driver simply forgetting that the child was in the vehicle (often associated with a change in the parents' daily routine) and the second most common was the child playing in an unattended vehicle. The goal of the Heatstroke 2020 campaign is to get parents and caregivers to remember to *Look Before You Lock* and to never leave a child unattended in a vehicle.

National Plan

The Heatstroke paid media plan will be radio-centric to take advantage of in-vehicle consumption where the message can carry the most impact. This audio effort may be supplemented by an influencer and podcast effort, but priority will be given to the terrestrial radio effort.

18-State Effort

Eighteen states are identified as suffering a larger number of child heatstroke fatalities, including many warmer Southern states.

Digital and social efforts will run on a geotargeted basis to these 18 states in order to heavy up the national radio plan falling into these areas.

The digital effort targeting will also consider using Amazon search and purchase data, targeting those who have recently searched for and/or purchased items for young children. These items can include diapers, baby formula, car seat/booster seats, clothing, etc.

State Level Plans

The media plan will be flighted to cover as much of the warmer summer months as possible. Due to the length of the advertising period, the general market and Spanish language terrestrial radio weight levels will be at lower levels. This leaves room for local market efforts to boost this weight with supplemental investment in radio.

The national plan will consider using podcasts, but if used, the podcast plan will be light. State plans can look for opportunities to increase the use of this vehicle.

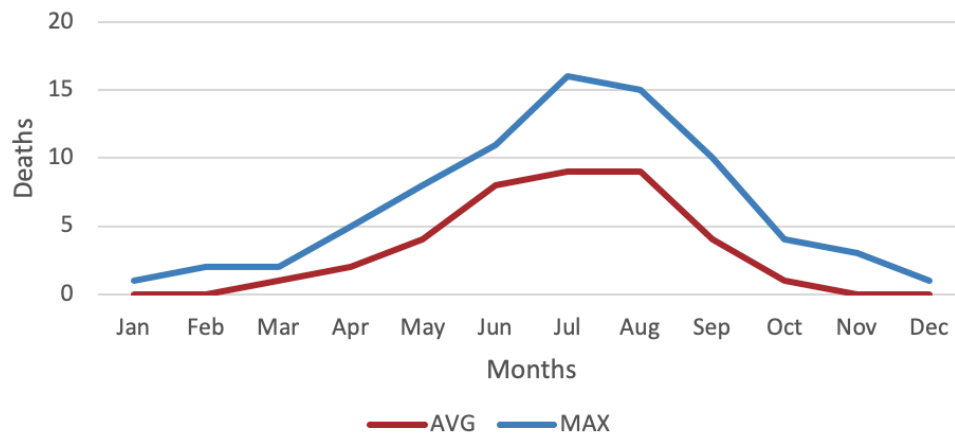
The digital and social efforts will be more robust due to geotargeting the 18-state area, but again, there is room for local efforts to boost this delivery in the 18 states as well as the remainder of the country which will be receiving radio weight only.

Advertising Period

Paid advertising will run from July 1 – September 27, 2020.

Child vehicular heatstroke deaths are concentrated in the summer months as detailed by the San Jose State University Department of Meteorology & Climate Science on the NoHeatstroke.org site.

Figure 1: Monthly Distribution of Pediatric Vehicular Heatstroke Deaths (1998-2018)



Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, <http://noheatstroke.org>

To raise awareness ahead of and during the highest risk period, the campaign will begin in April, before the hot summer months, and run on a flighted basis through September. Key events to be aware of during the advertising period are:

- ▶ National Heatstroke Prevention Day is TBD
- ▶ Labor Day Impaired Driving campaign is active from mid-August to Labor Day

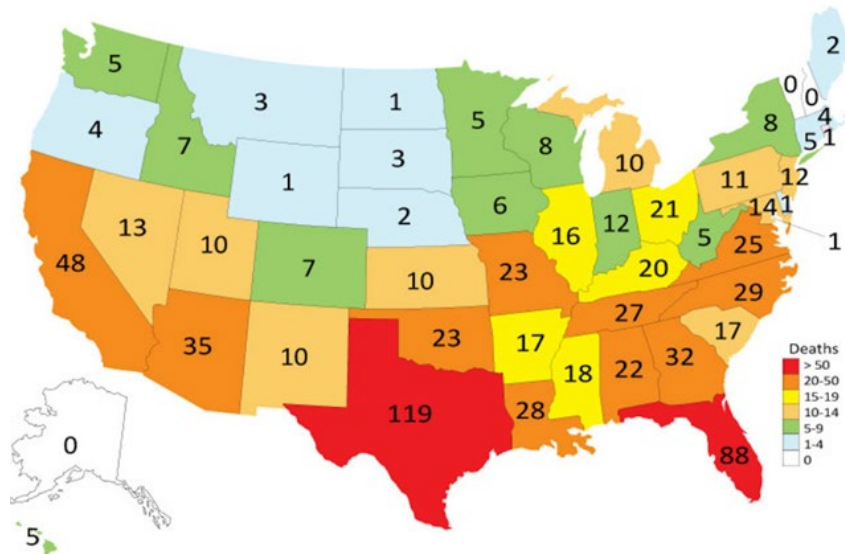
Working Media Budget

The total working media budget for the 2020 Heatstroke campaign is **\$2.4 million**.

Geography

The paid media plan for the Heatstroke effort will be national in scope. However, the plan will place additional weight into states that suffer higher fatalities among children as well as geographies with higher average summertime temperatures.

Figure 2: Pediatric Vehicular Heatstroke Deaths (1998 – 2018)



Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, <http://noheatstroke.org>

Table 1 details the pediatric heatstroke fatalities by state over the 1998-2018 time period based on the number of deaths and the per capita rank (higher per capita rank means greater number of deaths per million people). The average number of fatalities among all states and the District of Columbia during this time period is 37.

Table 1 highlights the 18 states that exceeded this average for the time period. The table also includes Indiana, which although it does not exceed the 10-year average, has experienced a recent spike in incidents.

Table 1: States Exceeding National Average for Pediatric Heatstroke Deaths (1998 – 2018)

Per Capita Rank	State	Total Deaths	Per Capita Rank	State	Total Deaths
51	LA	28	39	TX	119
50	MS	18	36	SC	17
49	AR	17	32	VA	25
48	OK	23	30	GA	32
47	AZ	36	29	NC	29
46	FL	88	25	OH	21
44	AL	22	22	IN	12
43	KY	20	15	IL	16
41	TN	27	14	CA	48
40	MO	23			

Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, <http://noheatstroke.org>

The 2019 Heatstroke plan targeted 15 states that had suffered a high number of pediatric vehicular heatstroke fatalities. The 2020 plan expands this targeting to 18 states, including Indiana, which had a recent spike in these incidents since 2018. Figure 3 compares the 2019 states to those recommended for 2020.

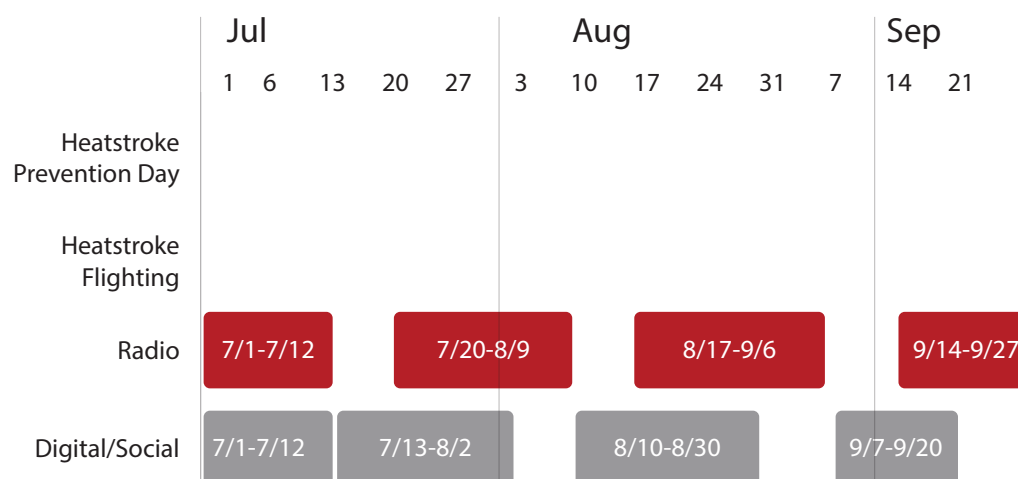
Figure 3: Geographic Targeting for Additional Media Weight

2019	2020	2019	2020
AL	AL	NC	NC
AZ	AZ	OK	OK
CA	CA	SC	SC
FL	FL	TN	TN
GA	GA	TX	TX
KY	KY	VA	VA
LA	LA		AR
MS	MS		OH
MO	MO		IN

Flighting/Scheduling

In order to cover the July to September advertising period, the following flighting and scheduling parameters will be applied:

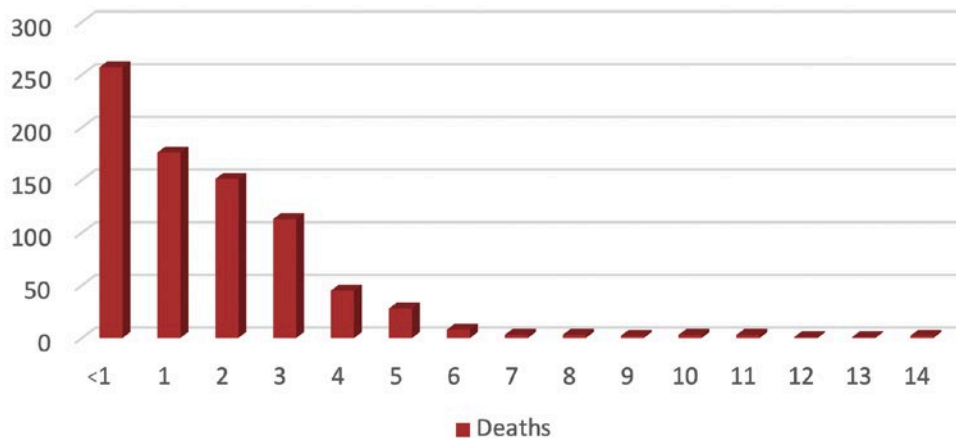
Figure 4: Media Flight Schedule



Target Audience Profile

The age range of children who have died from heatstroke is concentrated in the very young – <1-year-old up to 6 years old. The target audience will be parents, and especially parents of very young children 1 to 6 years old.

Figure 5: Age Distribution of Pediatric Vehicular Heatstroke Deaths (1998 – 2018)

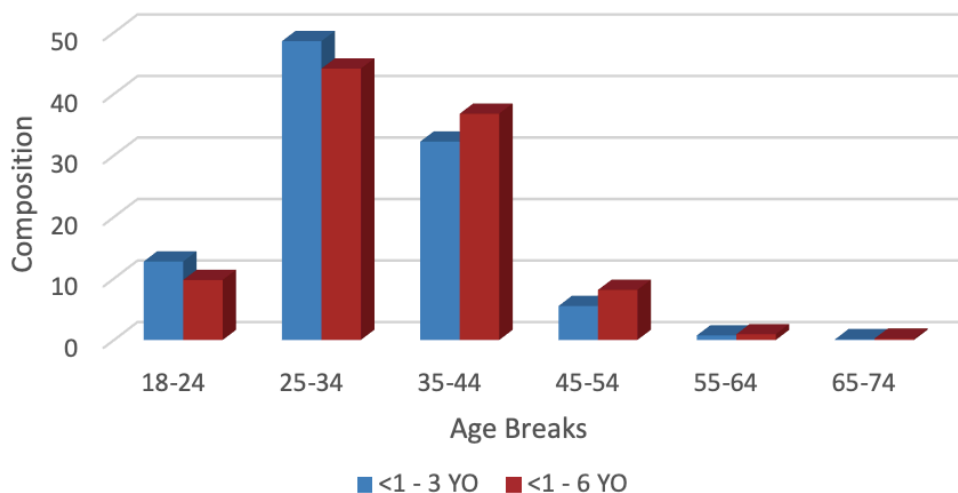


Source: Jan Null, CCM, Department of Meteorology and Climate Science, San Jose State University, <http://noheatstroke.org>

Demographic

The demographic for the Heatstroke campaign will be adult parents 25-44 years old. The following chart using GfK MRI research supports this age group as the target demographic.

Figure 6: Age of Parents of Young Children



Source: GfK MRI Spring 2019

Media Selection & Rationale

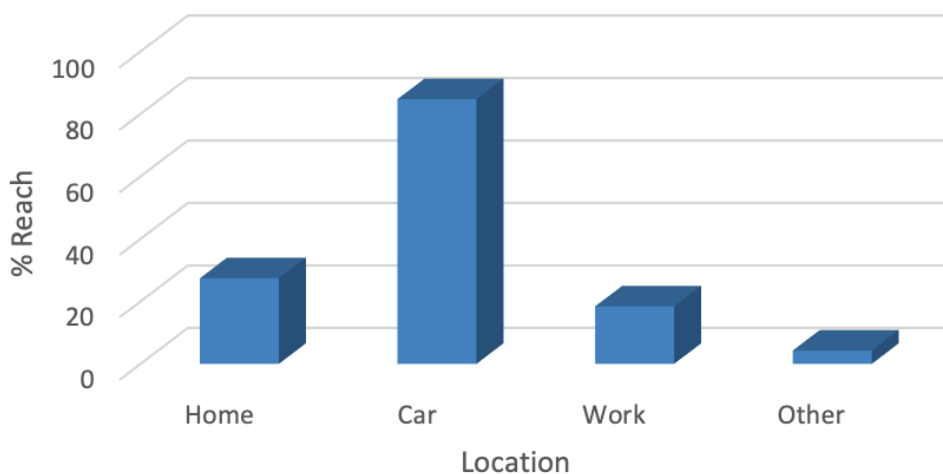
The plan will consider audio – via terrestrial radio, podcasts and audio streaming – as well as digital opportunities via an audience targeting strategy and social media due to its high reach potential. All mediums ultimately used will be executed in English and Spanish.

Audio

National Plan

Terrestrial radio will be used for its reach, especially in-vehicle, and its efficiency.

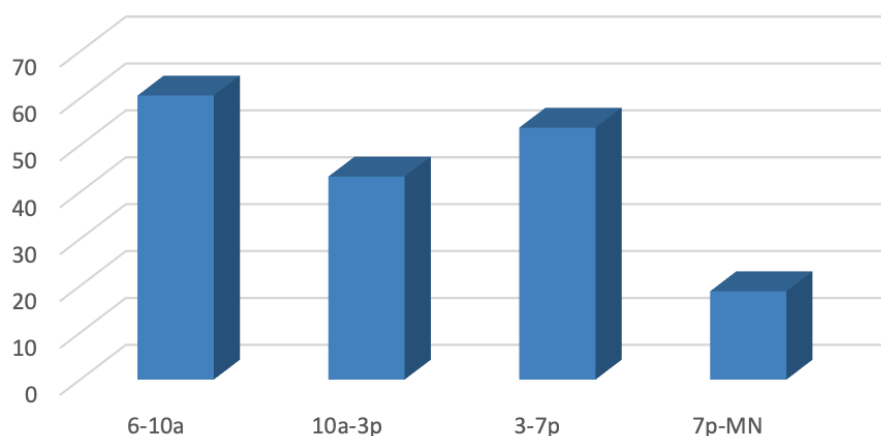
Figure 7: Percentage of Reach of Parents with Children <1 - 6 Years Old



Source: GfK MRI Spring 2019

Figure 7 details the reach of radio by location, with listening in a car enjoying nearly 85% reach of parents with young children. Figure 8 shows radio provides reach to parents of young children across the broadcast day, with the expected fall-off in the evening. Due to the high in-vehicle reach, radio weight will be scheduled to focus on the hotter hours of the day to act as a reminder while in a vehicle with a child.

Figure 8: Percentage of Reach of Parents with Children <1 - 6 Years Old by Radio Daypart

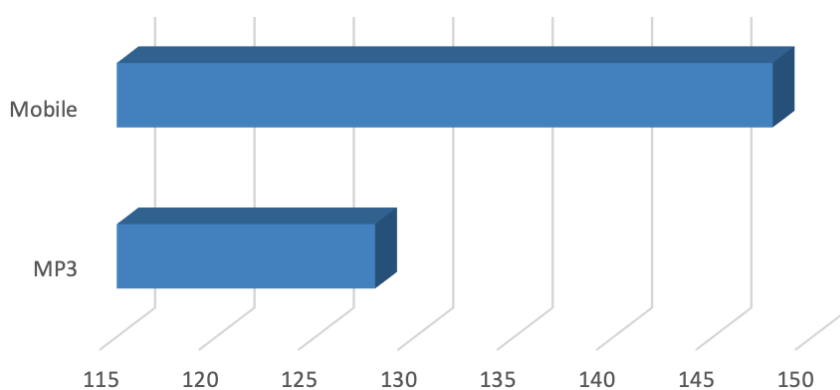


Source: GfK MRI Spring 2019

We will also consider the use of on-air talent/influencers to get the Heatstroke message out to young parents. Many radio personalities have become important influencers because they are seen as authentic and have loyal followings. When a radio personality delivers a message, it carries an implied endorsement that helps our message break through with the audience.

Along with the consideration of influencers, the use of podcasts will be evaluated for the campaign. Podcasts are increasing in popularity and the use of them by this campaign's target audience indexes high when used on a mobile device or MP3 player. Podcasts, if used, will run an announcer read spot where the talent can lend a sense of urgency to the message and may go beyond the allotted time for the message to drive the point home.

Figure 9: Index of Podcast Use Among Parents of Young Children



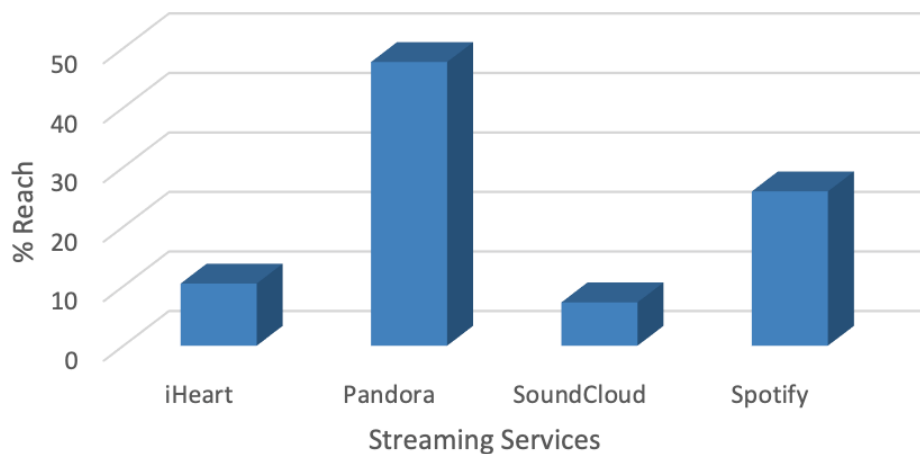
Source: GfK MRI Spring 2019

Streaming | Geotargeted

In addition to the national terrestrial radio and podcasts, the audio strategy will consider streaming audio geotargeted to the 18 high-fatality/warmer states. Streaming will increase the reach against the parents of young children who are light users of terrestrial radio as well as increase frequency with those who use both types of audio delivery.

The reach potential of the major streaming services is substantial with Pandora and Spotify.

Figure 10: Reach Potential of Major Streaming Services to Parents of Young Children



Source: GfK MRI Spring 2019

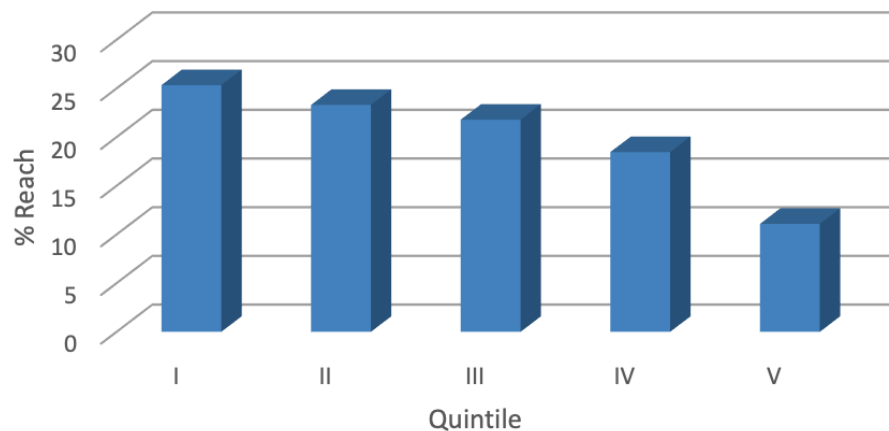
For this campaign we will look at using Pandora and Spotify based on in-vehicle use only to reach parents while driving with children in their vehicle.

Digital

The digital strategy will be to hyper-target parents of young children and to build off of the reach and frequency base created by the audio portion of the campaign. By focusing the digital effort to the 18 high-fatality/warmer states, a heavier digital presence will be possible versus a full national campaign.

Digital is a medium used at heavy levels by parents of young children as the chart below details. You will see that parents of young children tend **not to be** light users of digital.

Figure 11: Digital Quintile for Parents of Young Children



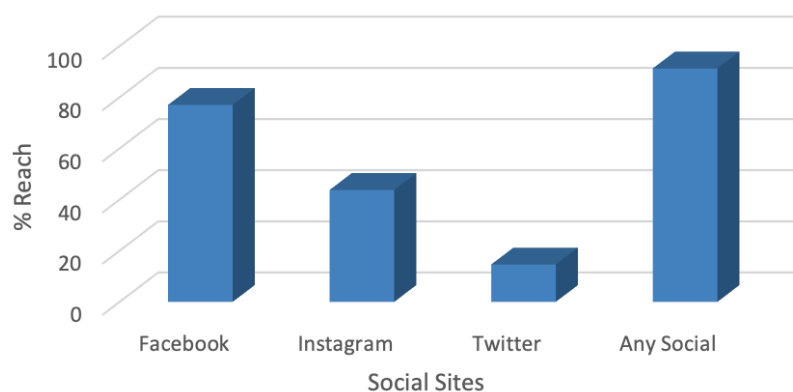
Source: GfK MRI Spring 2019

The digital campaign will be targeted to the 18 high-fatality/warmer states. Beyond geographic targeting, the digital plan will utilize demographic and behavioral attributes to focus on parents of young children. This includes using purchase history to reach those who have bought items for young children such as diapers, baby formula, car seats/booster seats, clothing, etc. This will allow NHTSA to drill down to parents and other caregivers who are involved with young children based on these purchases.

Social

Social media networks have become vital channels for Americans' daily interactions. Users rely on these platforms to keep in touch with family and friends, gather information, and share what is important to them. Mothers are heavily engaged on social media, both giving and receiving a high level of support via their networks. Due to the reach potential, paid social will be a significant portion of the digital effort. Reach potential is especially high for Facebook followed by Instagram as detailed in the chart below.

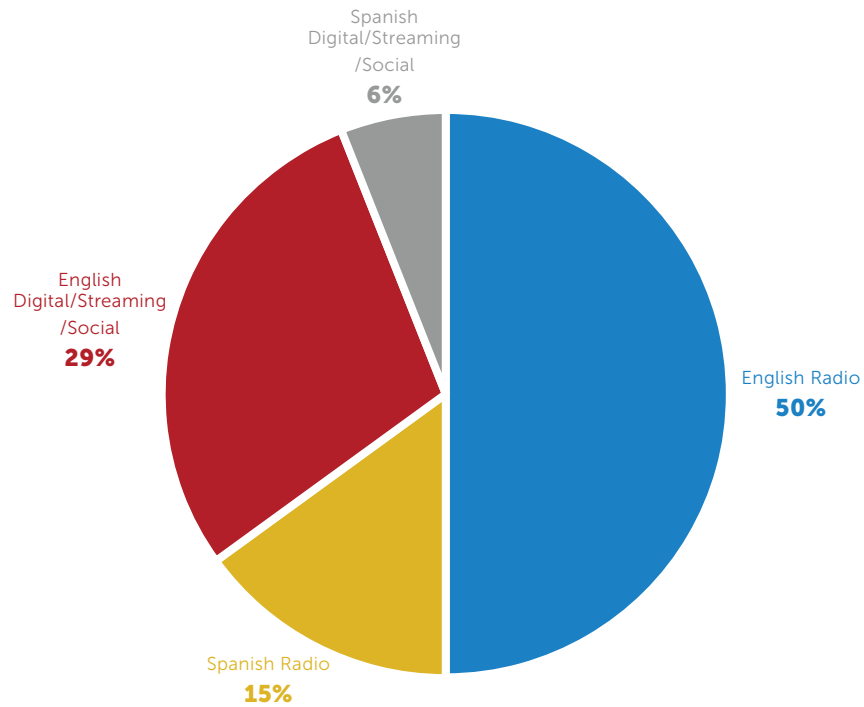
Figure 12: Social Site Reach Potential to Parents of Young Children



Source: GfK MRI Spring 2019

Anticipated Budget Allocation

The \$2.4 million working media budget will be allocated approximately by medium as follows:



Glossary

Television

Linear TV: Television service where the scheduled program must be watched at a specific time and on a specific television channel.

Programmatic TV: A TV ad buy that uses data and automation to more precisely target specific consumer audiences.

Synched: Uses a technology platform to automatically trigger a digital ad campaign based on what was viewed on TV. This could extend to video ads on laptops, mobiles and tablets; display ads; ads seen on social media or search marketing.

Connected TV (CTV): Another term for Smart TV; refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider. Connected TVs are designed to provide a more immersive experience for TV viewers by delivering interactive features such as web browsing, social networking, video-on-demand and video streaming in addition to regular television content.

Over-the-Top (OTT): A device connected to your TV distributing streaming media as a stand-alone product directly to viewers over the internet, bypassing telecommunications, multichannel television and broadcast television platforms that traditionally act as a controller or distributor of such content. Popular examples are Roku, Chromecast, Amazon Fire Stick, Apple TV and the major gaming console.

TV Everywhere: A feature of broadcast television services that lets users access live and on-demand content via mobile devices as part of their subscription to a paid TV provider. For example, if you have a cable subscription you can download the ESPN Watch app and watch ESPN programming on your computer, tablet or phone – everywhere.

Radio

Terrestrial: Any radio signal that travels along the land, is broadcast from a land-based station and is received by land-based receivers (AM/FM radio).

Audio Streaming: Delivering real-time audio through a network connection.

Digital

Second Screen: A mobile device used while watching television, especially to access supplementary content or applications.

Programmatic Digital: Automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer within a specific context.

TrueView: A YouTube video ad format that gives the viewer options, the most common of which is the ability to skip the advertisement after five seconds. Sponsors pay only for ads that are viewed in their entirety or until 30 seconds have elapsed.

Overall

Flight: Advertising timing strategy where ads or commercials are run during a period (called a flight). The higher the weight of the advertising, the more often it is seen.

Reach: The number of people you touch with your marketing message or the number of people that are exposed to your message during a given time.

Frequency: The number of times you touch each person with your message.

Audience Targeting: Using data points to target specific segments of the population based on their demographics, interests and behaviors.

Native Advertising: A form of paid media that matches the look, feel and function of where the ad appears. Native ads are often found in social media feeds or as recommended content on a webpage.